

## "When in doubt, tell the truth."

**Mark Twain** 

## "Rather than love, than money, than fame, give me truth."

**Thoreau** 

## "Truth has no special time of its own. Its hour is now – always."

**Albert Schweitzer** 

## "I have a a theory that the truth is never told during the 9 to 5 hours."

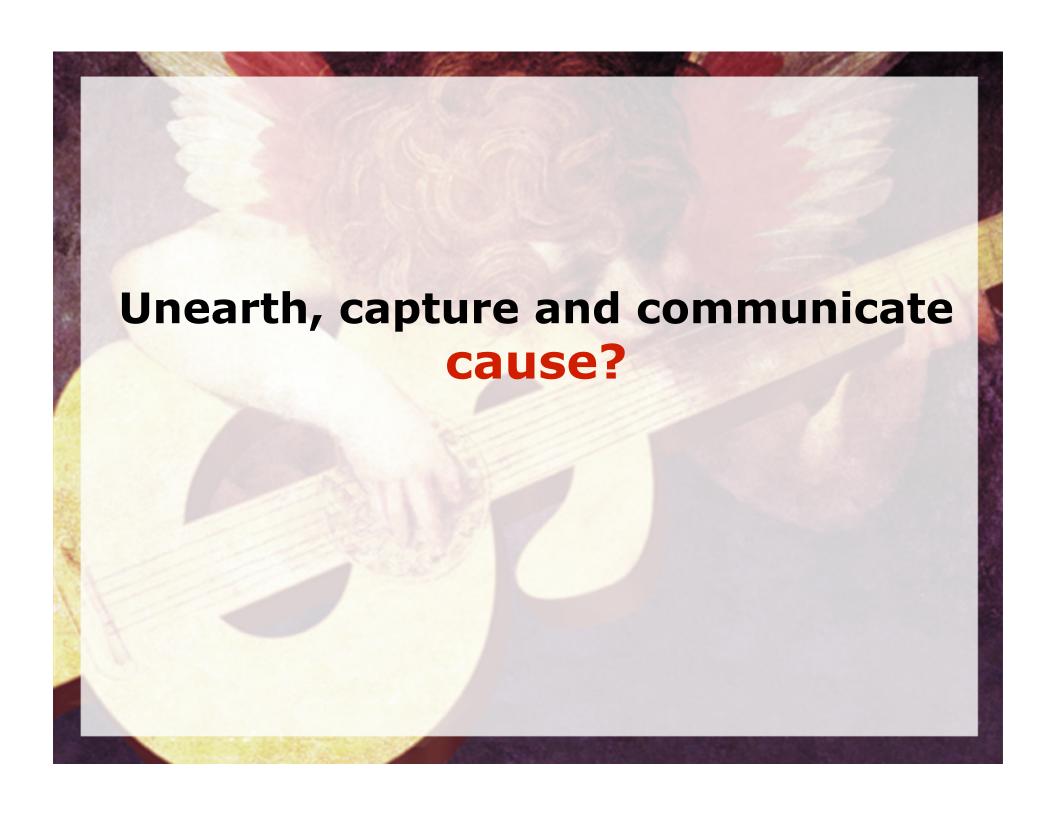
**Hunter Thompson** 





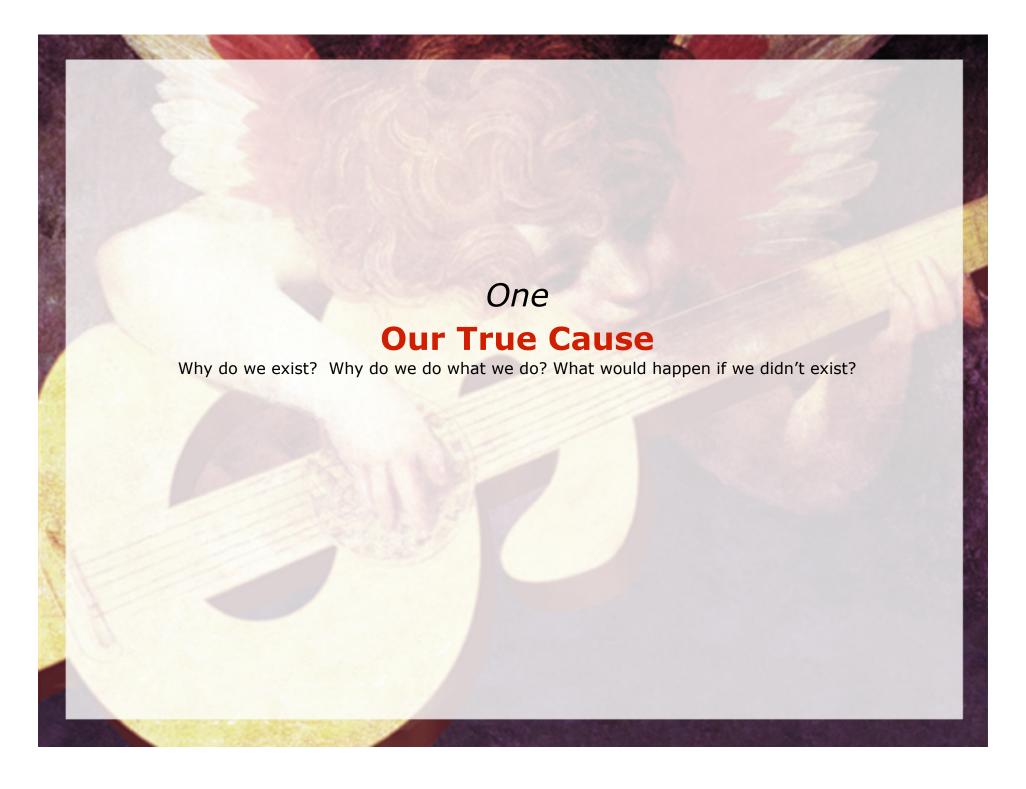


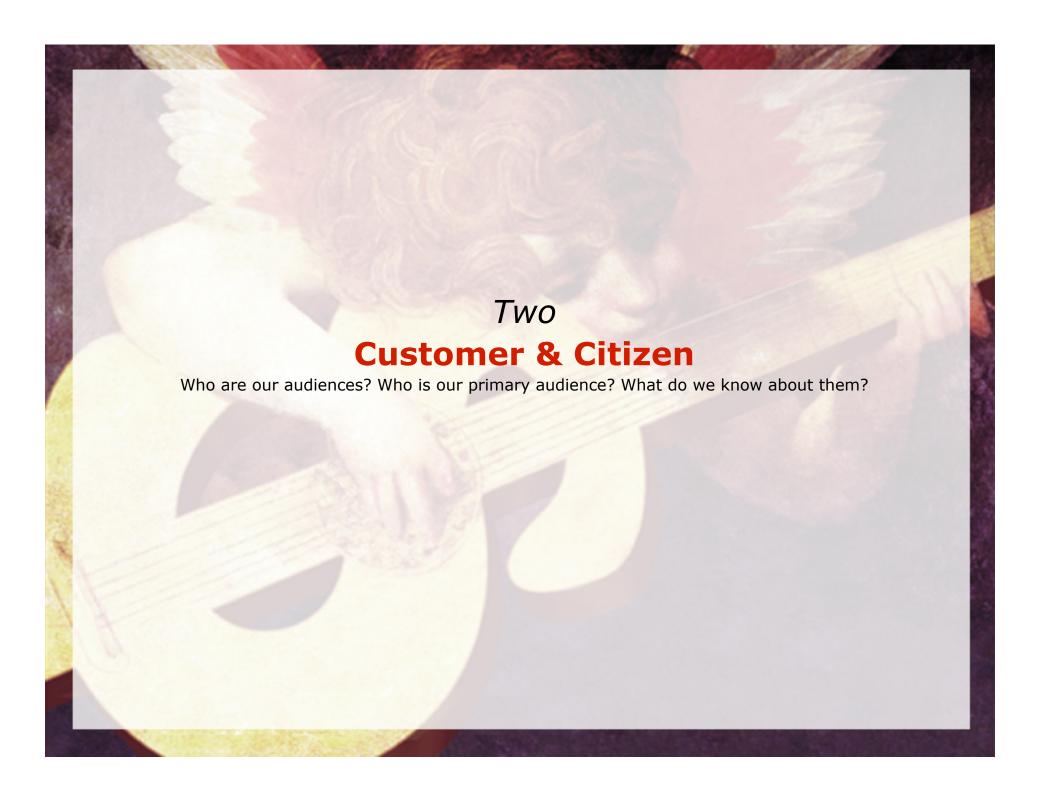
A business isn't a brand to be built, but a cause to be believed in.™



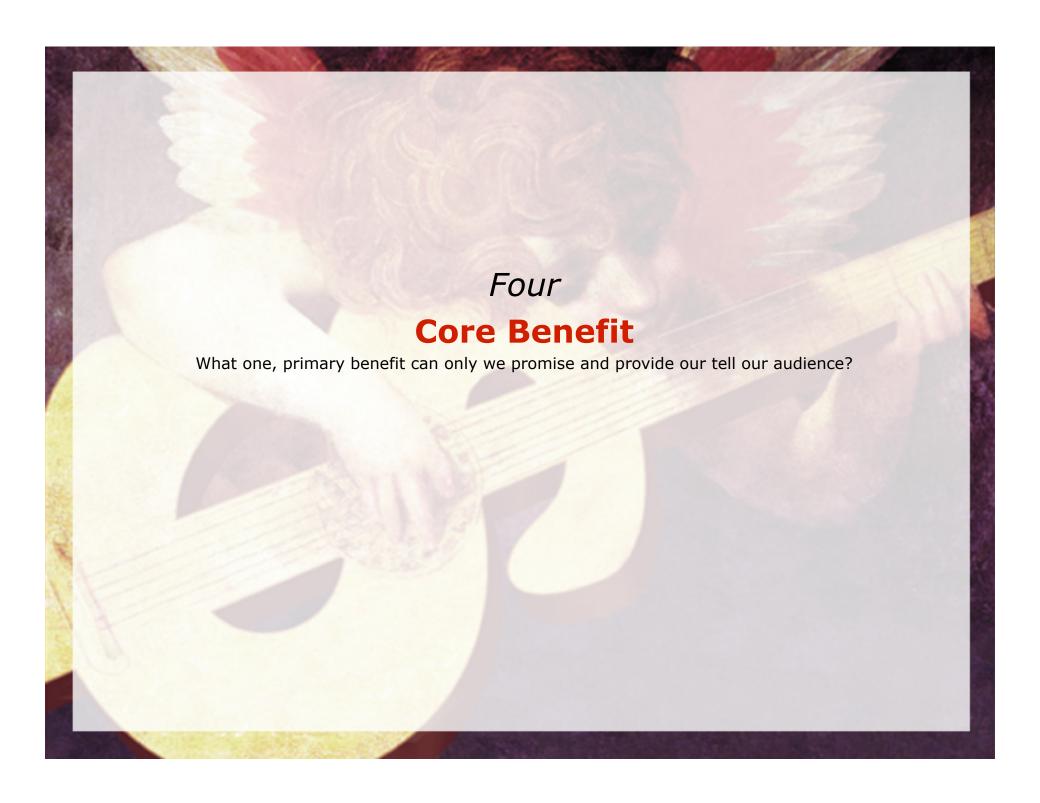


COMMUNICATIONS STRATEGY BRIEF

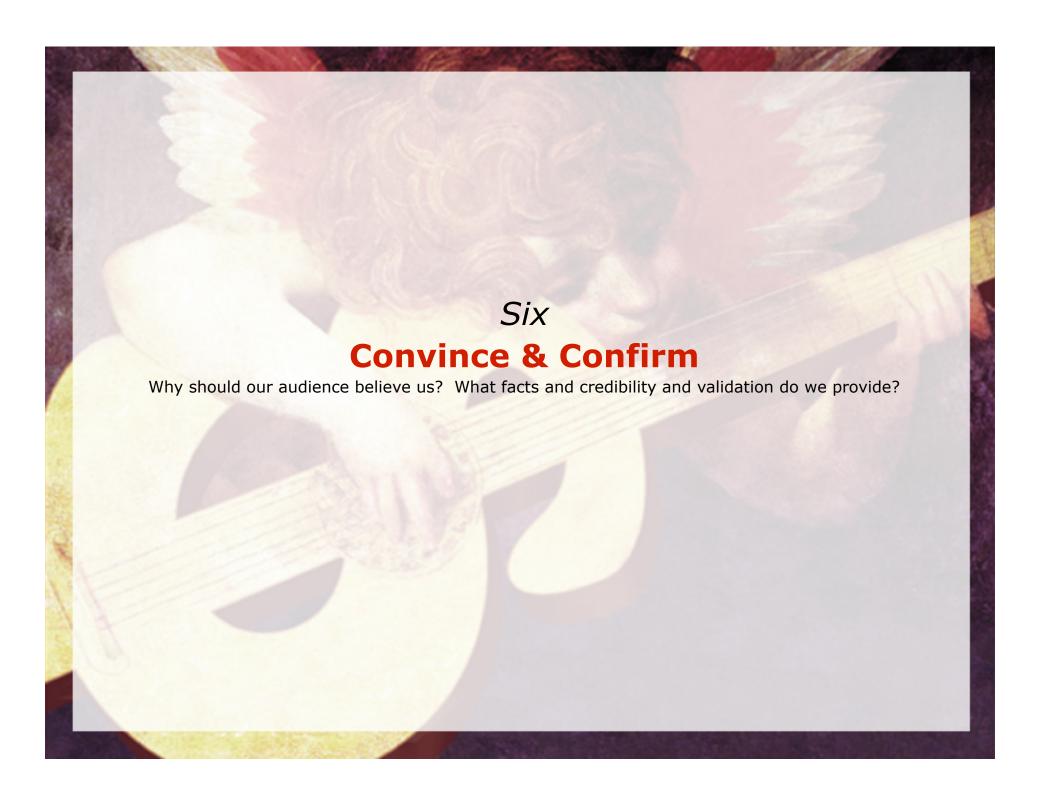


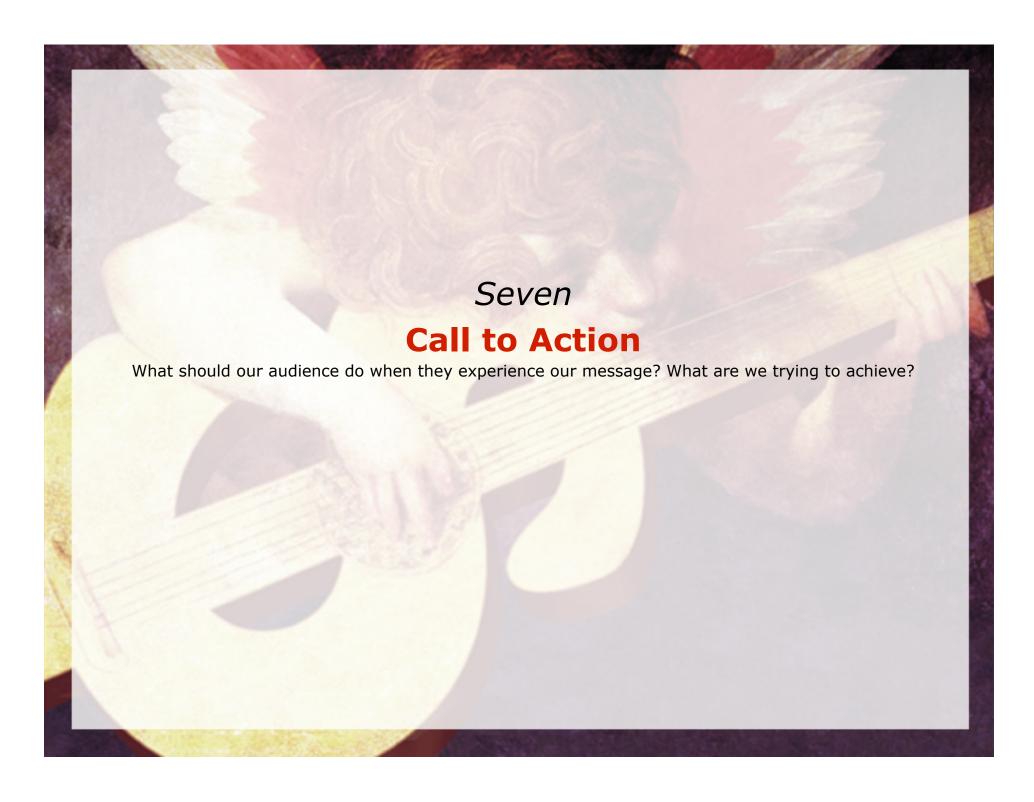




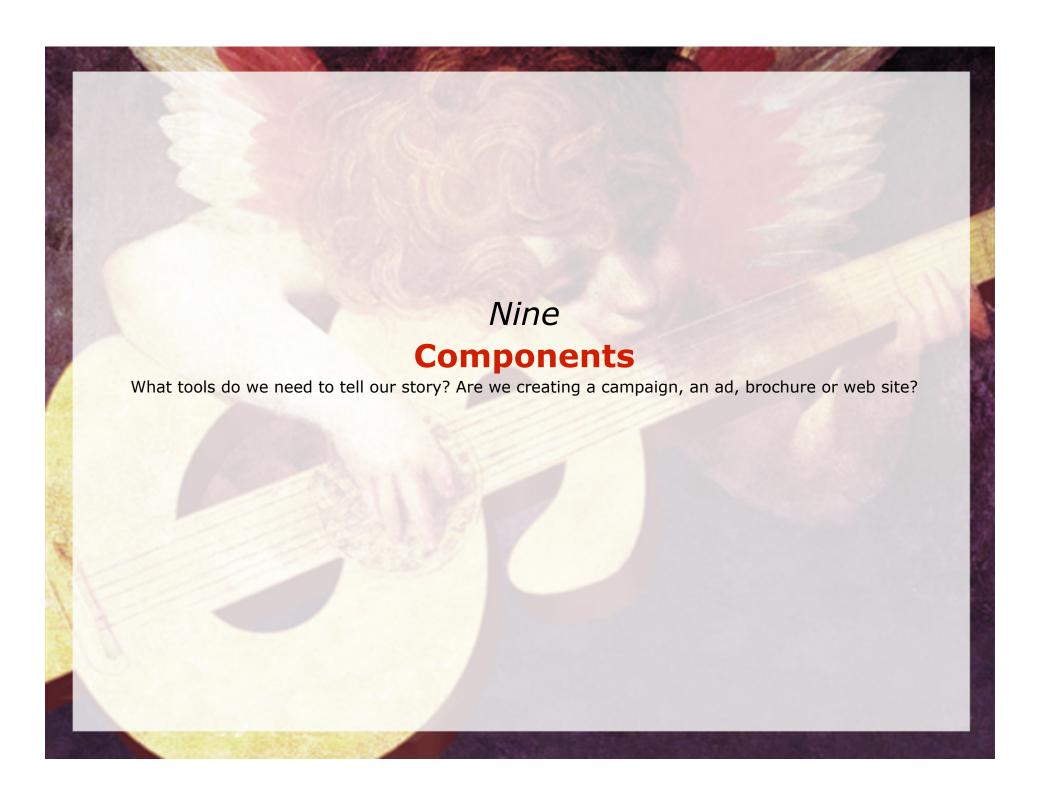


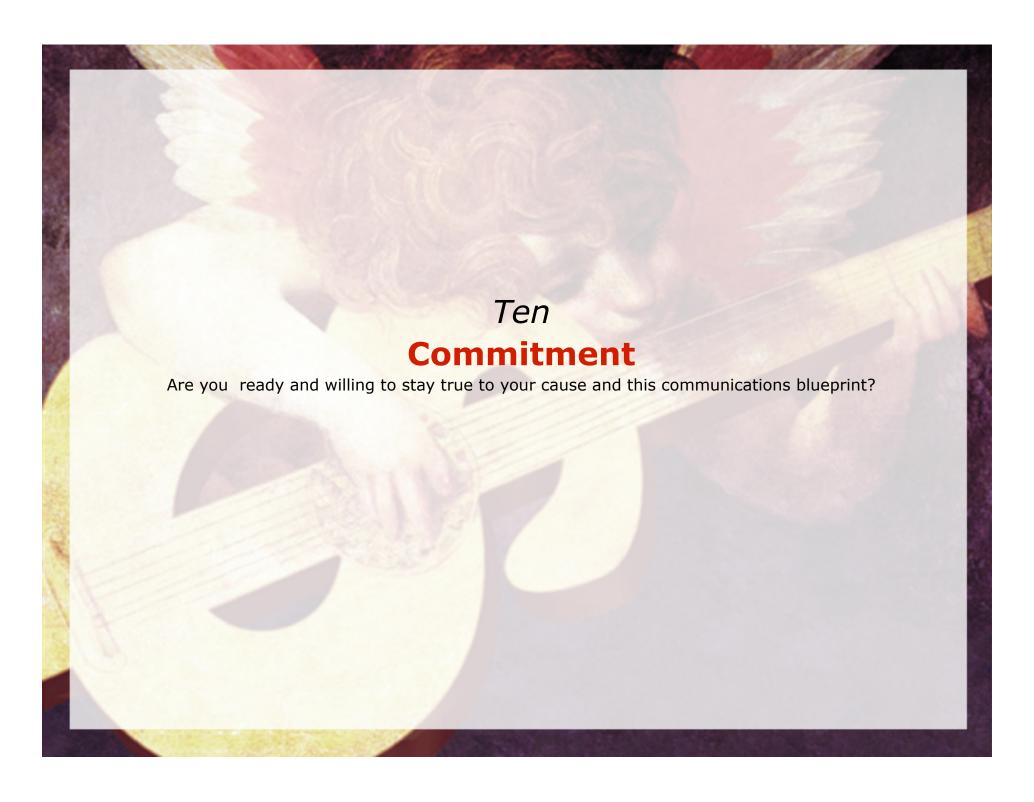
# Five **Core Word** What is the most important word in our answer to Question Four?

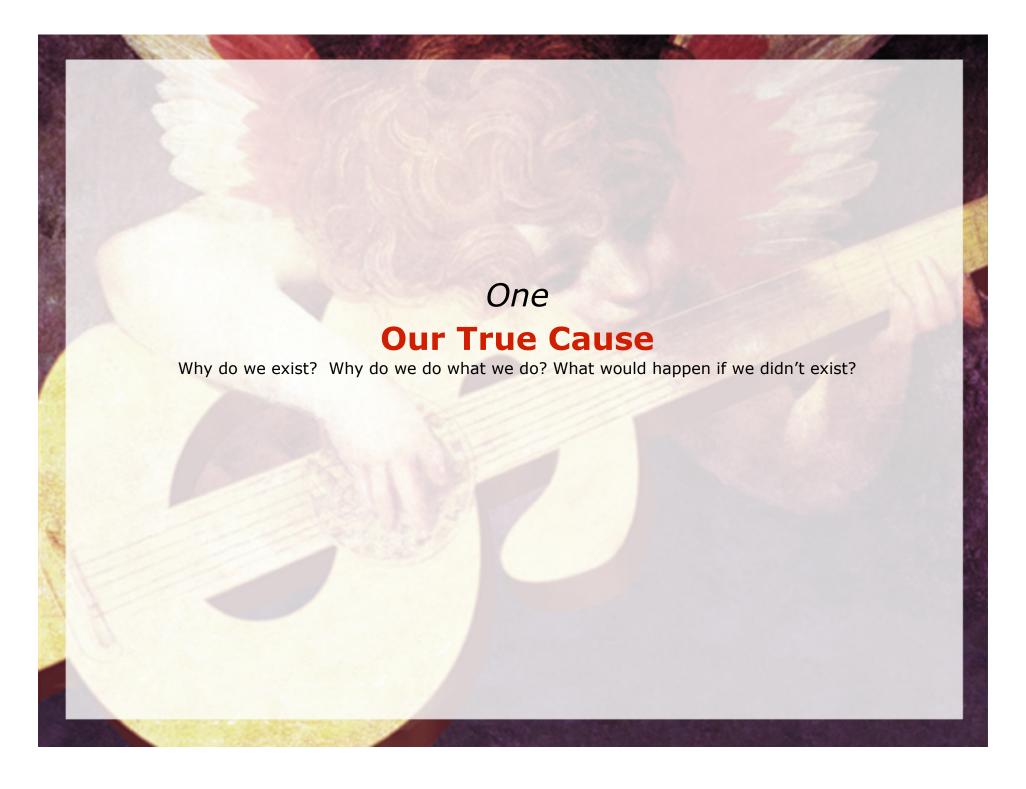












# Why does DNR exist?





Our mission is to encourage investigation, disseminate knowledge, and promote integrated application of sciences, arts, and letters to preserve and further develop our heritage of cultural and natural resources.

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#### Cause:

Connect people and ideas to create a better State.

Our mission is to provide a vibrant, caring and safe learning community that enhances and empowers the lives of young people by offering optimal opportunities for intellectual, emotional, physical and aesthetic growth.

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**Cause:**Joyful children learn more

To support scientific research at the University by moving inventions arising from the University's research to the marketplace, for the benefit of the University, the inventor and society as a whole and investing licensing proceeds to further fund research at the University.

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#### Cause:

**Ensure our discoveries improve the human condition** 

## Mission: We will create the future of veterinary medicine through unparalleled excellence in education, clinical service and research for the benefit of animal and human health.

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#### Cause:

Advancing animal and human health with compassion and science.

To create and disseminate knowledge about hospitality management. We achieve this through:

Teaching: The faculty disseminates knowledge through outstanding and rigorous instruction and other activities that lead to learning with an industry focus. We create a learning and educational environment that nurtures critical thinking, intellectual growth, and taking personal responsibility.

Research: The faculty creates knowledge that influences the industry and the academic community. We engage in discipline research, industry-focused research, and intellectual contributions that ultimately will affect industry practice.

Industry relations and service: The faculty both serves the industry, students, alumni, the School, Cornell, academia, and community and cultivates relationships with industry professionals and companies.

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#### Cause:

Hospitality leadership through learning.



Why do we exist? Why do we do what we do? What would happen if we didn't exist?

To protect and enhance our natural resources:

our air, land and water; our wildlife, fish and forests and the ecosystems that sustain all life.

To provide a healthy, sustainable environment and a full range of outdoor opportunities.

To ensure the right of all people to use and enjoy these resources in their work and leisure.

To work with people to understand each other's views and to carry out the public will.

And in this partnership consider the future and generations to follow.

Imagine your capacity for sustainable growth and environmental performance in a flexible, collaborative system.

Green Tier is a voluntary program that recognizes and rewards environmental performance "that voluntarily exceeds legal requirements related to health, safety and the environment resulting in continuous improvement in this state's environment, economy, and quality of life." SS 299.83(1m)(b) This vision is based largely on the principles of the Coalition for Environmentally Responsible Economies [exit DNR].

Not sure how the program works? Many provisions of Green Tier were recently tested in our Environmental Cooperation Pilot Program (ECPP). Check out what ECPP participants have accomplished. You bring the ideas, we'll bring the tools.

\* As part of its ECPP agreement, Wisconsin Electric committed to reduce its annual coal use by at least 10,000 tons and generate more than 10,000 MWh of electricity per year by burning coal ash recovered from company-owned landfills. This is enough electricity to meet the average annual needs of more than 1000 Wisconsin homes! Wisconsin Electric's activities normally would have required multiple case-by-case approvals for each landfill site and ash reuse plan. The cooperative agreement allows DNR to grant Wisconsin Electric a blanket approval to save both parties time and labor. Wisconsin's environment benefits more quickly, and at a lower cost.

\* Northern Engraving Corporation (NEC) manufactures nameplates and similar items at five facilities in Wisconsin and Iowa. A cooperative agreement allows NEC to close a costly but relatively ineffective waste incinerator at their Sparta, WI, facility and focus their resources on cleanups and other meaningful methods of environmental improvement. The agreement also allows NEC to operate new equipment prior to obtaining a permit in certain cases, provided ambient air quality standards are protected and NEC first receives written approval from the DNR. NEC has realized tremendous emissions reductions over the past several years, and we hope this agreement gives them the flexibility they need to pursue further reductions.

Green Tier is a program that gives environmentally innovative companies who go beyond compliance with minimum regulatory standards support for their efforts to engage in superior environmental performance while improving their bottom line.

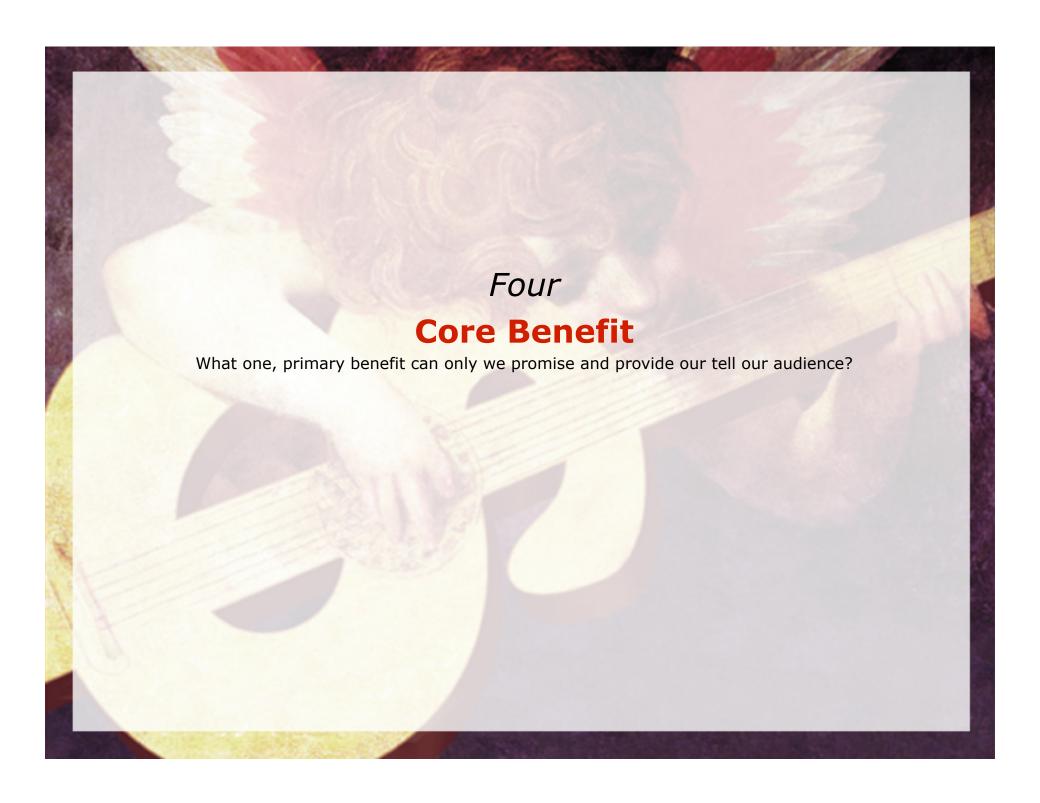
The program adapts to the needs of the company, community and environment by using collaborative contracts, charters and environmental management systems. The goals of the program include environmental improvement beyond that which is achieved through mere compliance, community development and economic gain.

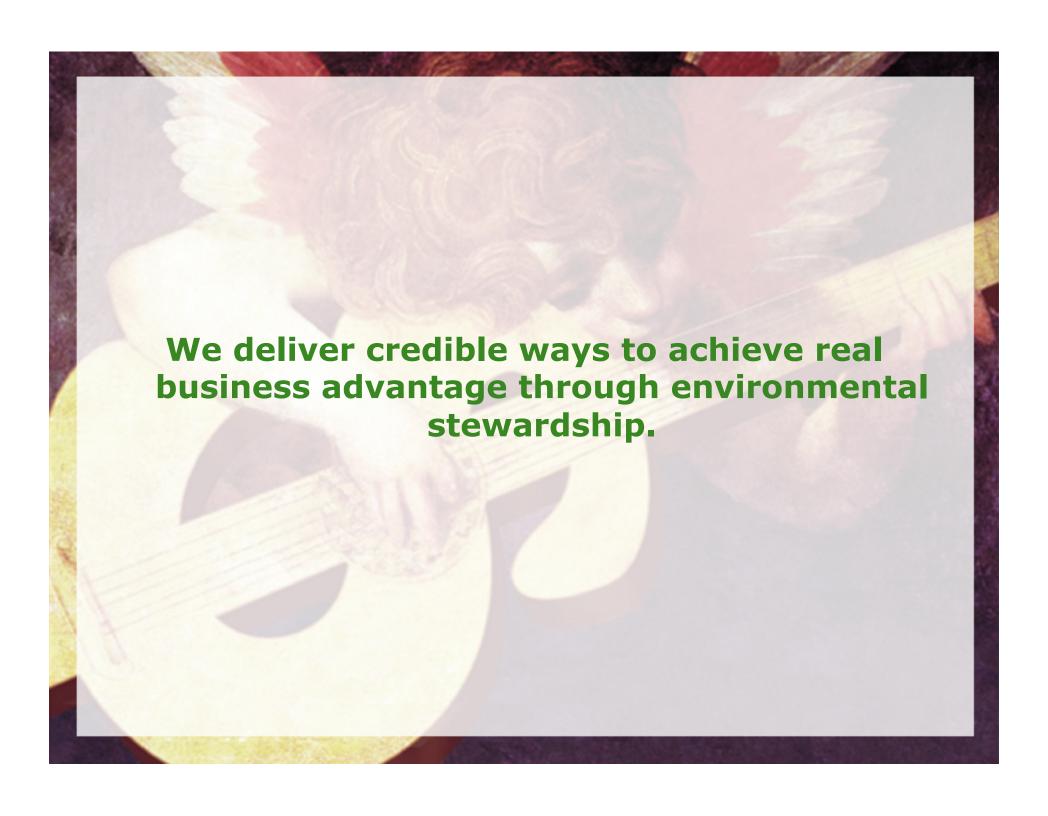


## Two **Customer & Citizen** Who are our audiences? Who is our primary audience? What do we know about them?

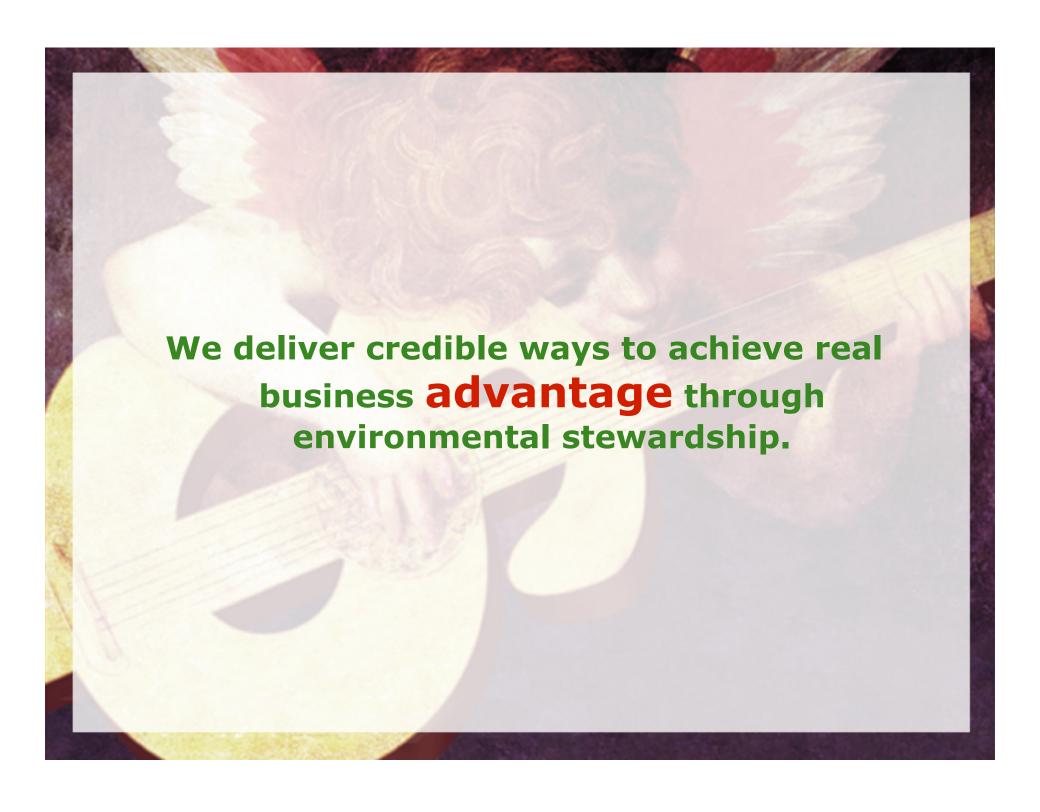


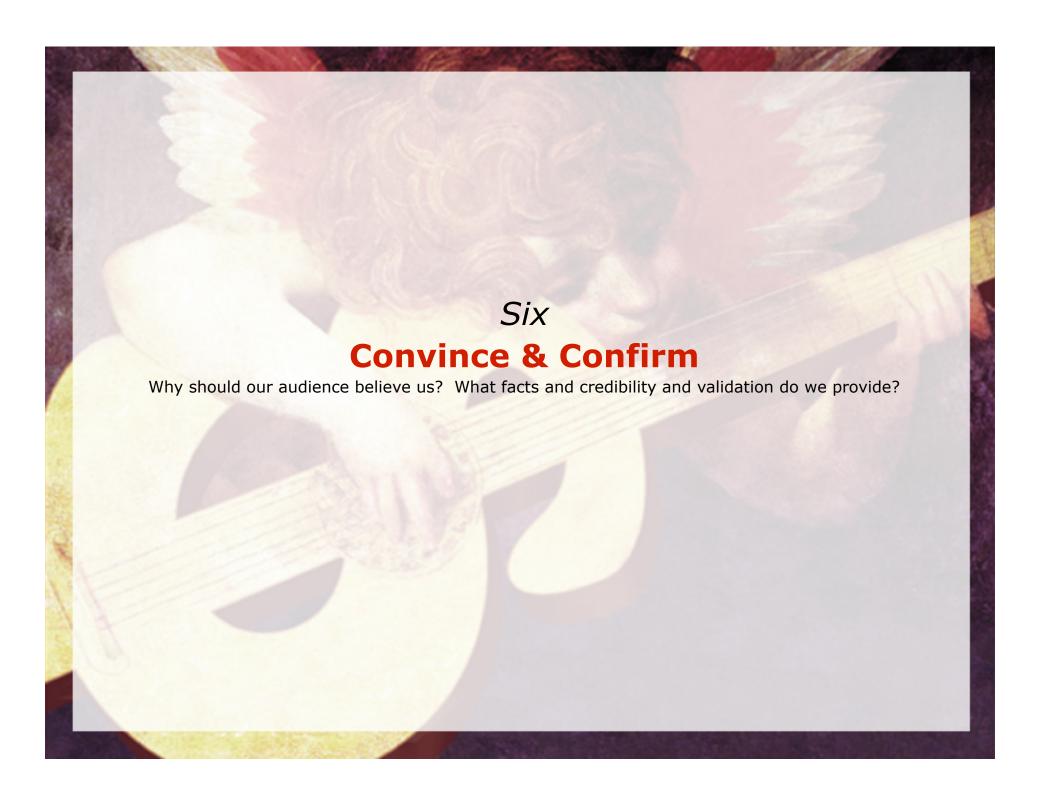






# **Five Core Word** What is the most important word in our answer to Question Four?





## We are validated by:

Superior environmental performance: Reducing footprint

Add business value: Good will with marketplace, community, customers, culture

Innovative partnerships: New, productive, positive partnerships and relationships with regulators, communities, citizen groups, etc

Case Studies: Holsum, Veridian, Casaloma, Roundy's, Edgewood, Bay Towel,

Charters: (DBA, printing, recycling, developers models)

## **Business Case for Green Tier:**

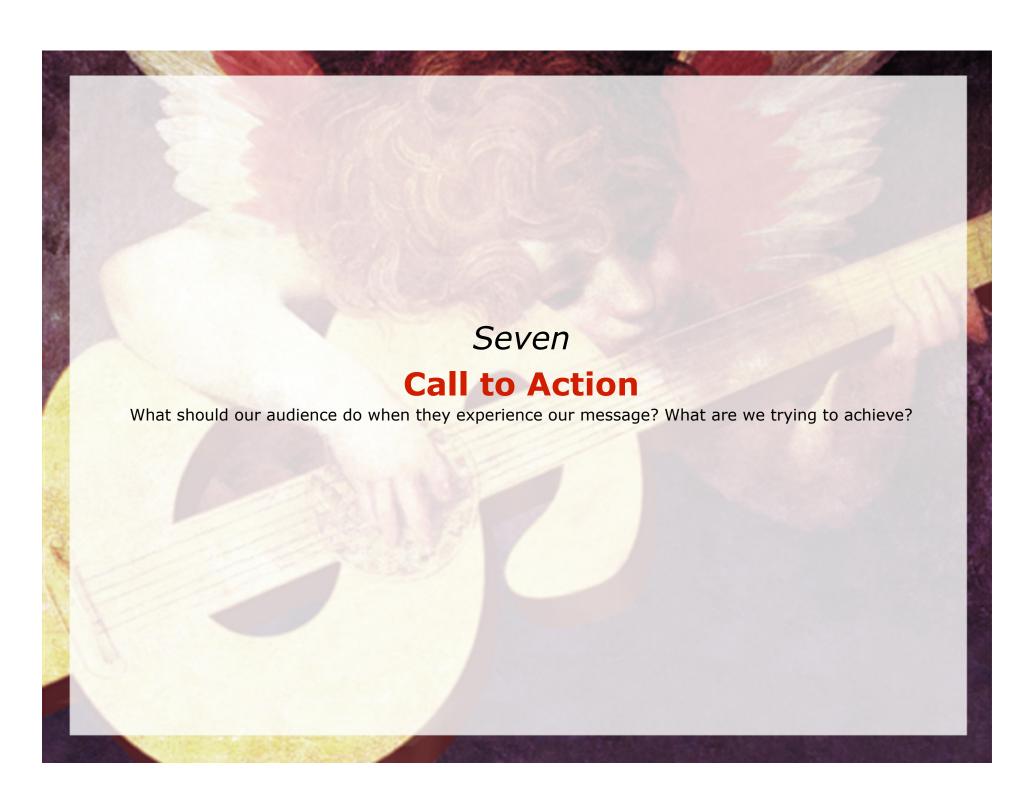
Green Tier encourages companies to think creatively about ways they can improve environmental performance while boosting productivity, cutting costs and growing their business.

Green Tier builds on the experience of innovative regulatory programs and supports all companies that want to pursue enhanced environmental performance -no matter your size.

Permit and decision streamlining.

Testing and installation of new technologies.

Forward thinking – the program encourages businesses to look at ways they can improve environmental performance while generating economic gain.





To learn how you can benefit from being a member of Green Tier, call us and provide us with contact information.



### Natural.

Confident, clear, enthusiastic, energy.

Positive.

Resourceful.

Advocate.

Pragmatic.

Our color is a green that captures business value & environmental success.

Minimum words, maximum visuals.

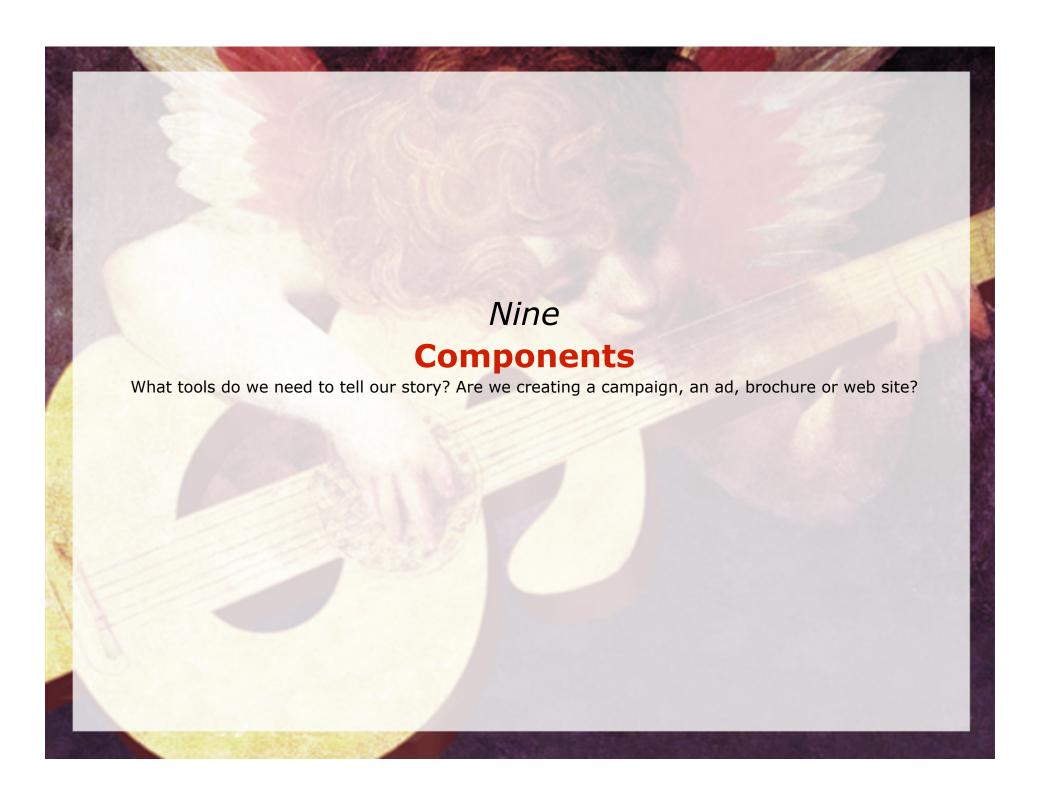
A listening change agent.

**Enabling organization.** 

Flexible, adaptable.

Respect – a sharing of values that matter.

Transparent.



### Web site

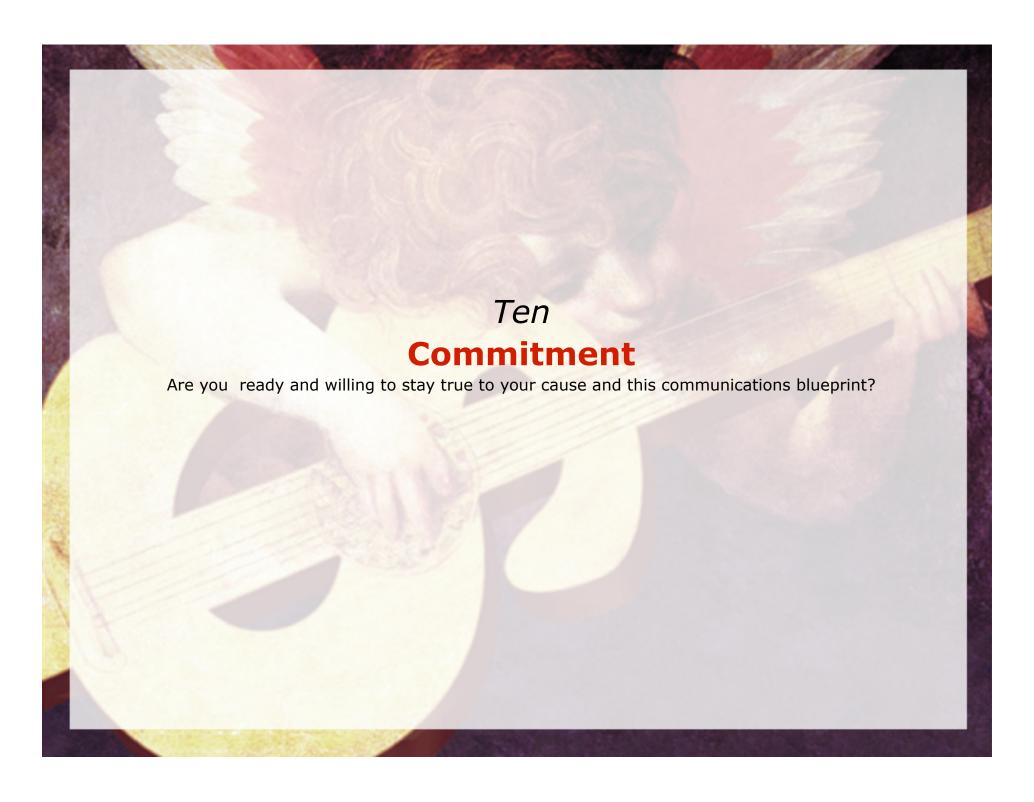
External media (radio, biz ads, editorials)

Portable – wallet cards to pod casts to flag

Exhibit/Displays

Cross-promotion (logo on participants materials)

Power point/presentation materials
Unique, sustainable, prompts
Etc.





'The Ideal State for Business Environmental Stewardship'

Green Tier invites you to become part of an ideal state for growing a green bottom line. Together, we provide credible, creative ways to enable your business to be a powerful, sustainable force for environmental good and enhance your productivity, cut your costs and strengthen the health of your culture and community. Dynamic, forward thinking businesses and charter associations including Roundy's, Kimberly Clark, Holsum Dairies, Veridian Homes, The Clear Water's Initiative and Megtec Systems are benefiting from all the ideas, ideals and advantages of being a Green Tier participant. To learn how you can, call us today, 608-267-3125.



Advantage: Business

















## **GREEN TIER**

**Advantage: Business** 



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**Advantage: Business** 

#### **SMALL LOGO APPLICATION**





NEW LOGO OLD LOGO

#### **SMALL LOGO APPLICATION**

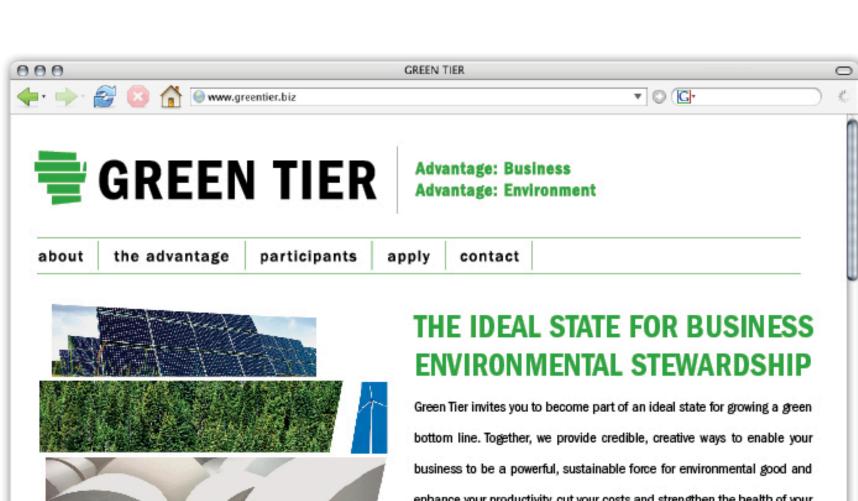




NEW LOGO OLD LOGO

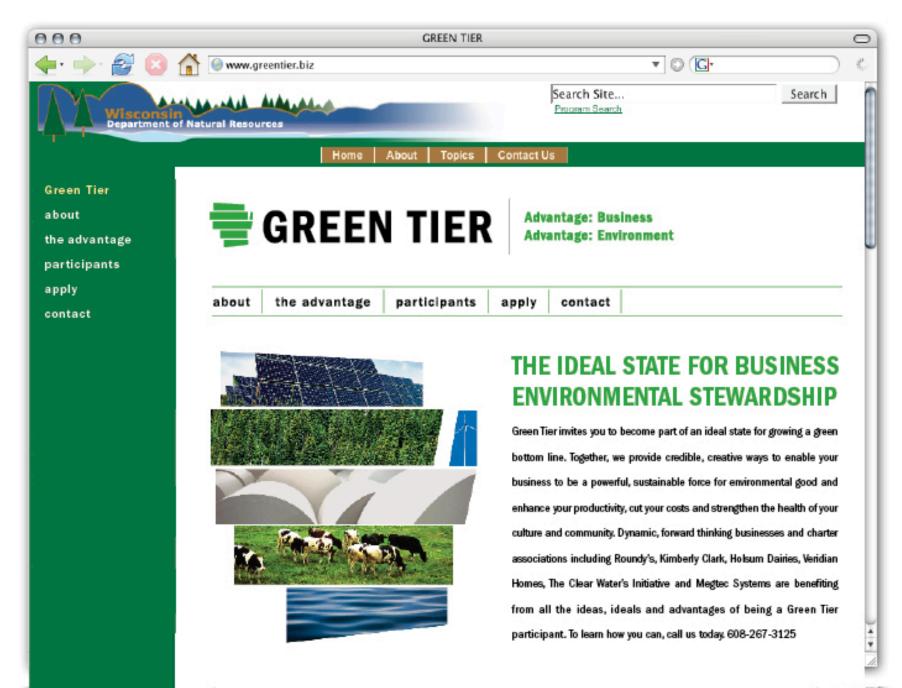








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**Advantage: Business** 

## "Our life is a long and arduous quest after truth."

Gandhi

